

ABSTRACT OF THE DISCLOSURE

In an image forming method including the steps of: developing an latent image on an image forming body employing a developer of composed of flattened spheroidal toner particles; transferring the formed toner image onto a transfer material; and fixing the toner image on the transfer material, the flattened spheroidal toner particles satisfy the following conditions: r_2/r_1 falls within the range of 0.6 to 1.0; d/r_2 falls within the range of 0.1 to 0.5; r_2 is in the range of 5 μm to 20 μm ; and r_1 falls within the range of 5 μm to 20 μm , where r_1 represents an average length of a major axis of each of the flattened toner particles, r_2 represents an average length of a minor axis of each of the flattened toner particles, and d represents an average thickness of each of the flattened toner particles.